

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

African Violets Are Easy To Grow the Virdans Way



AFRICAN VIOLETS like a friable soil, rich in organic matter, lots of humidity in the air around them and little or no direct sunlight. Contrary to the belief of many growers, they show no preference for north windows or south windows, but do well in any window if not in direct sunlight. It likes warmth and will not blossom if the temperature drops below 65 degrees.

Many people lose their valuable plants because they water them too often. Crown rot is a fungus which attacks the crown of the plant and is stimulated by overwatering. Water your plants by setting them in a bowl of water. When the soil at the top of the pot feels wet, take the plant out of the water and do not water again until the soil feels dry. Always water the plants in the morning.

Violets grow well in any kind of pot. We do not use any stones in the bottom of the pots. When transplanting or placing plants received from Virdans Farms (we do not ship in pots) set the plant well down in the soil so that the crown of the plant is just a little below the top of the soil. Pack the soil around the roots firm, but not too tight. For small plants use a 2 1/4 inch pot. For larger plants use a 3 inch pot. If your plants are in too big a pot the roots will develop at the expense of the leaves and blossoms. The 4 inch wik-fed pots which we sell and recommend for African Violets, are not too large for the 3 inch pot-size plants we ship. They are much too large for the smaller plants.

There are many insect pests that attack African Violets, and we have found the one insecticide which will control them all. We include this insecticide and a package of Soil-e-ne in our First Aid Kit. It is better to spray your plants with this insecticide once every two or three weeks than to wait for the insects to attack them. The insects won't come near a plant if you follow this preventive program. Virdans' First Aid Kit for African Violets costs only \$3.00, and it is insurance against the loss of valuable plants.

Now we come to HUMIDITY. If you have an African Violet planted in Virdans' Magic Soil, and fed with Virdans' Plant Tonic, and it does not bloom all the time, the reason is bound to be lack of humidity. If you can't increase the moisture in the air of the room where you have the plants, try this way of giving them the humidity they must have to bloom freely.

Plants that refuse to blossom -- or those which develop buds, only to have them drop off -- usually can be brought quickly into bloom this simple way.

The next time the plant needs watering, set the pot in a large bowl and then pour hot, steaming water into the bowl. Pour in enough water to bring it half way up to the top of the pot. Let the pot set there until the soil in the pot is wet through. Then lift the pot out. Set a small bowl in the center of the big bowl. The small bowl must be high enough to keep the water out of it. Set the plant in the small bowl. The plant is now on a dry "island" and completely surrounded by water. The soil will gradually dry out, but the water around it will provide the plant with the humidity it needs to blossom freely. When the water has evaporated fill the big bowl with steaming water again . . . BUT KEEP THE

SMALL BOWL DRY. Let the soil get thoroughly dry before setting the plant in the water again. Over-watering is apt to bring on Root Rot.

Feed the plant regularly with Virdans' Plant Tonic . . . and your violets will repay you with an abundance of flowers.

DIRECTIONS FOR REPOTTING VIOLETS

1. Water plant a day ahead.
2. Have ready, pots and dirt. Young plants require 2 1/4-inch pots and then as they grow, 3-inch pots and so on, adding inch each transplanting. Older and larger plants - larger pots.
3. Turn plant out of pot and gently loosen soil ball so that each crown can be torn or cut from the others with an ample supply of roots. Do this carefully to avoid breaking too many leaves. All broken leaves can be used in propagating new plants.
4. Violets prefer a rather loose and moist soil so do not pack too firmly. Avoid burying the crown; but set it well down into the soil.
5. Water thoroughly from bottom, using Virdans Plant Tonic as directed. Do not fertilize again for 2 weeks.

PROPAGATING LEAVES:

1. Water - Drop leaf into a small glass of water and leave until roots form. Then pot in Virdans Soil. This water should be boiled before using to prevent damping off. To hold leaf up out of water, cover top of glass with wax paper and hold in place with a rubber band around glass. Punch holes in top and slip leaf stem into water.
2. Plant leaves with stems covered on-half inch or more in pot or tin can with drainage holes. Use sand, peat moss mixed with sand, sphagnum moss kept damp or this African Violet Soil. Do not overwater, just slightly damp for the first couple weeks, then water when needed.

If a leaf is accidentally broken without any stem, root it the same way.

VIRDANS MAGIC SOIL for African Violets

We prepare this soil for our own use -- and our plants love it! It's a scientific blend of organic materials -- sun-cured and sterilized with Soil-e-ne. Your plants will quickly respond to this soil and repay you with more and large blossoms

2 pounds, Postpaid \$1.25

5 pounds, Postpaid \$2.25

VIRDANS FARMS

BOX 123-0

PHELPS, N. Y.

Virdans' African Violets are choice, quality plants !

So carefully packed -- you
receive them greenhouse-fresh! — *By Mail!*

HERE ARE SOME OF THE BEAUTIFUL NEW VARIETIES
3 inch pot size - in bloom

<i>Double Sea Girls - a new double, sea blue flower</i>	\$3.50
<i>Rosemarie - very lovely</i>	3.50
<i>Snow Girl - pure white blossom, fancy leaf</i>	3.50
<i>Detroit White Girl - prolific bloomer</i>	3.50
<i>Bronze Girl - lavender blossom, bronze foliage</i>	3.50
<i>Pink Girl - brand new pink</i>	3.50

Girls

Lavender Girl	2.50
Red Girl	2.50
Sailor Girl (delicate light blue)	2.50
Purple Girl	2.50

Doubles

Double Neptune	3.50
Double Dutchess	2.50
Fischers Doubles	
Light Blue	2.50
Double Margaret	2.50
Light Lavender	3.50

Red Varieties

Red King	3.50
Red Head	2.50
Red Head Supreme	3.50
Sunrise	2.50

Orchid Varieties

Orchid Neptune	3.00
Orchid Wonder	3.00

<i>Snow Prince - pure white blossoms</i>	\$3.50
<i>Supreme Double Neptune - deep blue - perfect double flowers</i>	3.50
<i>Dark Red Head - a deeper color than the old Red Head - improved foliage</i>	3.50
<i>Gorgeous Bronze Bi-color - deep reddish two-tone blossom - bronze type leaves</i>	3.50

Lavender and Violet Shades

Gorgeous (Baxter's patented) Spoon Leaf	3.50
Lavender Bi-color	3.50
Gorgeous Bi-color	3.50
Violet Beauty	3.00

White

White Beauty - blue tint	3.50
New White Hydrid - blue tint	2.50

Purples

Mentor Boy	2.25
Purple Prince	2.25

Pink

Pink Beauty	2.00
Pink Beauty Supreme	3.00

Duponts

Dupont Blue	2.50
Dupont Lavender Pink	2.50

Blues

Neptune	2.25
Ruffles	3.00
Lady Geneva	3.50

Any two \$3.50 plants - \$6.00 postpaid

USE THIS CONVENIENT FORM
TO ORDER BY MAIL



VIRDAN'S FARMS

Box 123

Phelps 9, N. Y.

Kindly send me the numbered books
circled below:

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17			

☐ REMITTANCE ENCLOSED FOR \$.....

☐ CHARGE MY ACCOUNT

Name

Street

City.....Zone.....State



All Barrows Books Are Beautiful!

So many brilliant illustrations in color, such sparkling black-and-white photographs, such clear line drawings—both decorative and factual—make these useful volumes a pleasure to look at. Once you examine them you'll agree that here is a gardening library you can't afford to miss, and here are books you'll be proud to give to gardening friends!



©

WILL YOUR GARDEN BE MORE SATISFYING THIS YEAR?

Will You Have

Brilliant Color A Lovely Picture
Succession of Bloom Less Work

HERE'S EXPERT ADVICE ON

African Violets, Flower Arranging,
Roses, Iris, Perennials, Landscaping

Barrows Books Make Better Gardeners

5. TUBEROUS BEGONIAS

By Worth Brown

Here for amateur or specialist is a complete guide to the successful cultivation of one of the most colorful and striking of all flowering plants. Covers tuberous begonias by types; propagation by seed or vegetatively; culture outdoors or as house plants; dormant tubers; pests and diseases; lath houses. Clearly detailed text and 63 line drawings guide you to greater enjoyment with tuberous begonias. \$2.75

6. GREENHOUSE GARDENING FOR EVERYONE

By Ernest Chabot

Don't deny yourself the delights of gardening under glass! It's amazingly easy when guided by this expert's clear advice on Location, Construction, Heating, Ventilating, Automatic Watering, Pest Control. Tells how to: start vegetables and seedlings ahead of season; grow orchids, roses, snapdragons, chrysanthemums, hundreds more. Color plate, 60 illustrations. \$4.00

7. ENJOY YOUR HOUSE PLANTS

By Dorothy H. Jenkins and Helen Van Pelt Wilson

A detailed and lively all-round guide for the window gardener. Covers African Violets, Amaryllis, Azaleas, Begonias, Narcissi, Cacti, Calla Lilies, Cyclamens, Ferns, Gardenias, Geraniums, Hydrangeas, Orchids, Poinsettias, Primroses, and Vines. Calendar of chores to keep house plants handsome and healthy. Color photo, line drawings, 15-page photo-portfolio. \$3.00

8. AROUND THE GARDEN

By Dorothy H. Jenkins

A remarkably rewarding *When To* book by the *New York Times* Garden Editor explaining all the big and little chores and the *Right Time* to do them for best results with Seed Sowing, Bulb Planting, Shrub and Tree Pruning, Vegetable Harvesting, Dusting, and Spraying, Resetting Perennials, Repotting House Plants. Helpfully illustrated. \$2.50

9. PERENNIALS PREFERRED

By Helen Van Pelt Wilson

Sound advice on how to have handsome flowers 12 months in the year—all with minimum effort! Complete information on Iris, Peonies, Poppies, Phlox, Christmas Roses, Delphinium, Chrysanthemums, many other favorites. "Exciting, practical, and humorous." Calendar of Chores to simplify successful gardening. Color plate, line drawings, 15 photographs. \$3.00

10. LANDSCAPE WITH SHRUBS

And Small Flowering Trees

By Mary Deputy Lamson

A famous landscape architect's complete guide to selection, purchasing, upkeep, pruning, and transplanting. Detailed discussion of Lilacs; Forsythia; Shrub Roses; Magnolias; Cherries; Shrubs for Winter Color, Bloom, Fruit, Foliage, Fragrance. Essential reading for amateur or advanced gardener. Planting plans. 16 photographs. \$3.50

11. ANNUAL FLOWERS

By Dorothy H. Jenkins

No other group offers as much colorful bloom for so long a growing period as Annuals. And no other book shows you how to get so much year-round beauty and such showy masses of color out of a few packets of seed! Includes: flowers for cutting—annual vines—window box magic—winter bouquets—pest control—new varieties—plus a calendar of chores to save you hours of toil, yet yield brilliant results! Color plate, drawings, and 15 photographs. \$2.75

12. GERANIUMS

(Pelargoniums)

By Helen Van Pelt Wilson

This first modern biography of an old-fashioned favorite gives all the important facts of pot and garden culture. Covers Doubles and Singles, Colored-Leaved, Scented-Leaved, Ivy, Climbing, Cactus, Lady Washington geraniums. New Finder's List of over 300 varieties. 7 color plates, 23 line drawings, 15-page portfolio illustrate use of plants in East and West. \$3.50

13. BULBS FOR BEAUTY

By Charles H. Mueller

Everything the home gardener wants to know about bulbs from the first spring crocus to the last autumn lily . . . how deep to plant, how far to space, and when to divide. Includes chapters on Tulips, Daffodils, Hyacinths, Iris, Lilies, Minor Bulbs, Bulbs for Woodland and Rock Gardens. Color plate, 35 line drawings, 13 photographs. \$3.00

14. YOUR CALIFORNIA GARDEN

By Sydney B. Mitchell

The how-to, what-to, and when-to bible for every gardener in the Golden State. Covers flowering fruit trees and magnolias, deciduous and evergreen shrubs, sun and rock roses, azaleas, camellias, fuchsias, annuals and perennials, bulbs and tubers, rock and wall gardens. Color photo, 11 photographs. \$3.00

and Better Cooks Too!

15. HOME FREEZING FOR EVERYONE

By Lura Jim Alkire and Stanley Schuler

What to freeze and how to prepare and cook it. Lists the best varieties of vegetables and fruits, meats and poultry for freezing. Discusses packaging materials. Gives many recipes for frozen specialties to prepare ahead for party or family use, with menus of frozen foods to bring to the table just 30 minutes after you go into the kitchen. 2 pages of how-to drawings. \$2.00

16. COOK IT OUTDOORS

By James Beard

How to build fireplaces and outdoor barbecues for fun in your own backyard or at a mountain campfire. He-man recipes and menus, with everything from juicy barbecued steaks and corn roasts to marvelous beverages. How-to-build drawings. \$2.50

17. MAGIC IN HERBS

By Leonie de Sounin

Combine the gardening urge with gourmet delights—learn to prepare minted meats, herbed butters, flavorful soups, sweet'n'sour salads, shrimps in dill sauce—all with herbs grown in your own garden or window box. This book also tells how to grow herbs. 9 pages of photos. \$2.50



TUBEROUS BEGONIA



CHRYSANTHEMUM



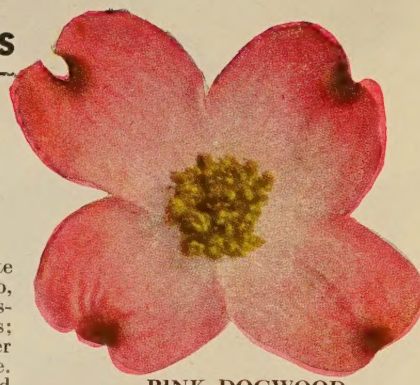
AMARYLLIS



WISTERIA



DELPHINIUM



PINK DOGWOOD



PETUNIA



GERANIUM



NARCISSUS



FUCHSIA

Here's Gardening Fun for Everyone!

WITH THE WORLD'S BEST CROP OF GARDEN BOOKS



1. THE AFRICAN VIOLET

(*Saintpaulia*)

By Helen Van Pelt Wilson

The first book on "the darling of the window-garden enthusiast and the joy of the florist." Tells how to keep America's No. 1 house plant blooming. Covers Location, Watering, Soil, Pest Control, Propagation, Hybridization. Lists 228 varieties. Describes 59, including Blue Chard, Starlight, Ruffles, Variegated duPont Lavender Pink, Hanging-Basket Orchid Beauty, Kewensis, Blue Bird. 31 full pages of illustrations. A new color charting. **\$2.75**

2. ROSES FOR EVERY GARDEN

By Dr. R. C. Allen

A joyous must for the rose lover! Explains every practical detail of successful rose culture, with a thorough resumé of Bush and Climbing Roses, complete information on First Plantings, Soil, Care, Pruning, Propagation, Hybridization, Exhibiting. First book honored as Selection of National Council of State Garden Clubs, Inc. Numerous valuable how-to drawings, 32 illustrations in glowing color. **\$3.50**



3. IRIS FOR EVERY GARDEN

By Sydney B. Mitchell

The only complete, up-to-date book on iris with all basic information for amateurs and specialists. Covers all species and varieties; helps you select irises for 3 to 12 months' bloom; discusses the familiar bearded, Japanese, Siberian, Louisiana types, and many rare and fascinating species. 12 pages of how-to drawings and plans, 25 species and varieties in full color. **\$3.00**

4. FLOWER ARRANGEMENT FOR EVERYONE

By Dorothy Biddle and Dorothea Blom

How to be a real artist with flowers is clearly explained in this step-by-step story of flower arrangements for home, church, and flower show. Corsage creation, making the most of the florist's dozen (7 arrangements from 12 glads), 11 different compositions with 1 container, placing successive cut flowers against the same green background. 80 "new idea" photos. **\$2.75**



AFRICAN VIOLET SPECIALISTS

PHELPS, NEW YORK

Post Office _____ State _____

USE OTHER SIDE FOR CORRESPONDENCE AND INSTRUCTIONS



*Virdans Farms,
Phelps, N. Y.*

P. O. Box 123-0

**Specialists in
African Violets by Mail**

4 BRAND NEW VARIETIES

3 inch Pot size — in full bloom

SNOW PRINCE Pure white.

SUPREME DOUBLE NEPTUNE —

Deep Blue — Perfect Double Flower

DARK RED HEAD — Deeper

Color and Improved Foliage

GORGEOUS BRONZE BICOLOR

Deep Reddish two-tone Blossoms

Bronze-type Foliage

Shipped Insured Mail

\$3.50 each Postpaid

Any two plants \$6.00

PLACE

STAMP

HERE

MADE IN U. S. A.

POST CARD



GUARANTEED

SURE DEATH to MEALY BUGS

**and all other insects
that attack**

African Violets

Virdans First Aid Kit

You need no longer worry about what to do when your African Violets are attacked by such pests as aphids, leaf hoppers, thrips, mealybugs, plant lice, red spiders, cyclamen and African Violet mites. With this new First Aid Kit and the complete instructions that come with it, you can start treatment at the first sign of infection — you can save plants that you would otherwise have lost. And saving just one of your valuable plants will more than pay the small cost of the kit. One kit will last for months, give your plants real protection. Refills available when you need them.

\$3.00 Postpaid

An Exciting **NEW PLANT TONIC**

*Specially Prepared
for African Violets by Virdans Farms*

This new Plant Tonic is the result of three years of experiment. Its a high-formula, completely soluble mixture with all the chemical and mineral elements blended in just the right amounts to give African Violets the urge to blossom quickly.

Its the only Plant Food prepared especially for African Violets — once you see the amazing results of this Plant Tonic you'll never be without it.

Package: \$1.25, postpaid

WINDOWSILL GREENHOUSE

*for Quick Propagation
of African Violet Leaves*

A clear plastic, cover-hinged, vented top on a red or green base - molded of heavy Styrene 5½x7½x5 in. high. Fill base with Vermiculite - stick in the leaves - wet with a solution of Virdans Plant Tonic and water - and then forget them for a week or so. Another feeding with Plant Tonic and you'll be surprised to see young plants weeks before you expect them.

**1 Greenhouse
1 package Vermiculite
1 package Plant Tonic**

All 3 items — \$4.50 postpaid

Self
WATERING

**WIK - FED
FLOWER POTS
8 LOVELY COLORS**

<i>Lavender</i>	<i>Yellow</i>
<i>Green</i>	<i>White</i>
<i>Bronze</i>	<i>Pink</i>
<i>Red</i>	<i>Blue</i>

JUST RIGHT for AFRICAN VIOLETS



it's-WIK-FED

Attractive flower pots of colorful Styron. High Lustre black base has in it a scientific type of sub-irrigation wick. Water in the reservoir base keeps roots of plant scientifically moistened. Plants may be left for days without care and without worry. The smooth graceful lines will be harmonious in any home or office.

PRICES: \$1.15 each, Postpaid —
3 Pots for \$3.25; 6 Pots for \$6.00

**New Revised
BOOK
"THE
AFRICAN
VIOLET"**

By Helen Van Pelt Wilson

This first book on "the darling of the window-garden enthusiast and the joy of the florist." Tells how to keep America's No. 1 house plant blooming. Covers Location, Watering, Soil, Pest Control, Propagation, Hybridization. Lists 228 varieties. Describes 59, including Blue Chard, Starlight, Ruffles, Variegated du-Pont Lavender Pink, Hanging-Basket Orchid Beauty, Kewensis, Blue Bird. 31 full pages of illustrations. A new color charting.

\$2.75 Postpaid

SQUARE PLASTIC POTS

Not wik - fed 2 for \$1.00

GENIE PLANTERS

Plastic Pots for 2 plants \$1.50 each

African Violet Humidity Bowls

Read about the Humidity Bowls on page one—how quickly it brings African Violets into bloom. We offer colorful Plastic Bowls in green, yellow and red — one large bowl, one small bowl. A real decoration for your table and guaranteed to make Violets bloom!

1 Set of Bowls (1 large, 1 small) \$1.25 postpaid

Six Sets of Bowls, \$6.00 postpaid

Virdans Farms

African Violet Specialists
Box 123-0, Phelps, N. Y.